mybluepiemusic.com

MY BLUE PIE MUSIC STORE
WHITE PAPER

www.mybluepiemusic.com

Client : My Blue Pie Music
Project: Build the new "mybluepiemusic" white lable music store.
About: This document provides a summary of all the features, functions, design, graphics, systems, Google Analytics, Logo, Comp Cards, and general digital media that we created and managed for the client.

mybluepiemusic.com

Branding & Website Developement
www.mybluepiemusic.com

- CONTENTS

mybluepiemusic.com

Branding & Website Developement
www.mybluepiemusic.com

- WEBSITE HOME PAGE

Main Header Design, Creative Graphics.

User Friendly Navigation bar

Find what you want fast using the search engine.

Flash Animation advertising different artists. By clicking on an artist it takes you to their album.

Top ten albums and artists, plus recent additions sections.

Quick and easy way to browse for an artist/album using the checklist.

Hot Albums - Clicking on these will take you to more details about the particular album.

Forms of payment

Featured artists and labels

Professional Design & Layout

Extra info on quality, payment, downloads and Browsers to use.

Link buttons, Banners, Headers, background, Layout, colour scheme, animations

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Branding & Website Developement

www.mybluepiemusic.com

- WEBSITE MY LOGIN PAGE & MY ACCOUNT PAGE
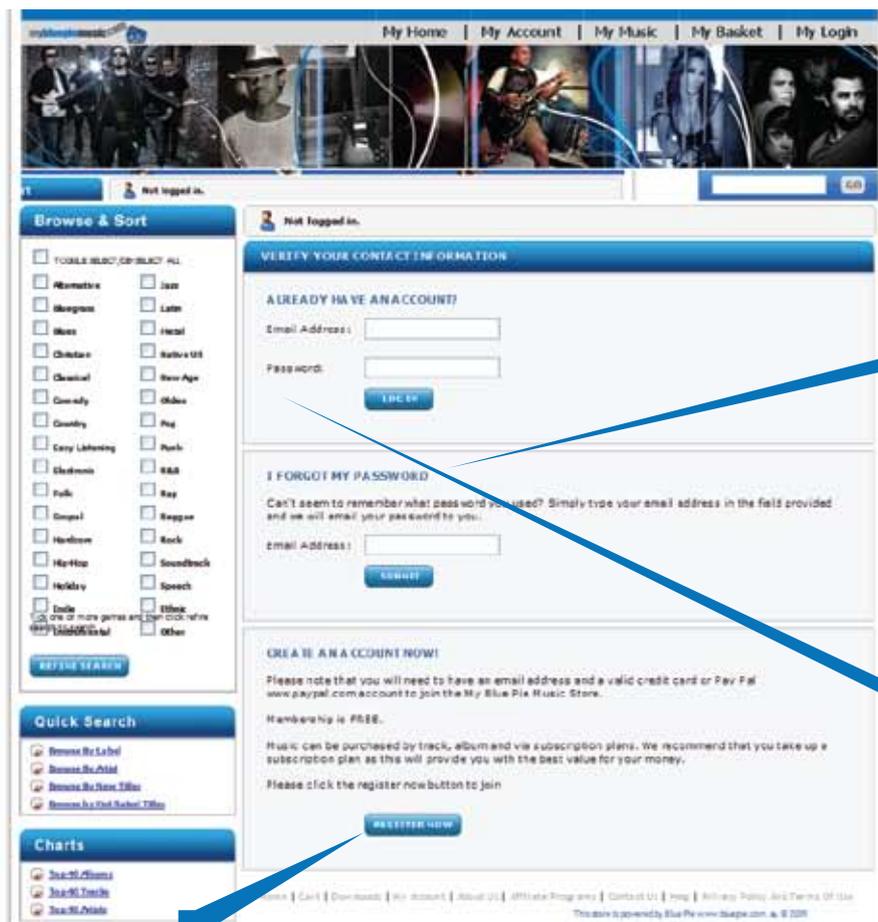
If you have forgotten your password an email will be sent directly to your email address.

Login here if you already have an account

Create an account

Account information includes:
A summary of your details, vouchers, preferences, password, purchase history, free stuff. As well as an update information option.

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- WEBSITE MY MUSIC

List of music which you can download.
It lists the statistics behind the downloads
e.g number of downloads etc.

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- WEBSITE MY BASKET

When you have chosen items to go into your shopping basket you can see them here with a description about the item.

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- WEBSITE SEARCH & ALBUM SECTION

Quick Search

- Browse By Label
- Browse By Artist
- Browse By New Titles
- Browse by Hot Rated Titles

Search for your track using Quick Search and browse by either Label, Artist, New or hot titles.

Send this as a gift or add to your cart

Track Information

You can write a review on the album

Clicking on an artist takes you directly to their Album Details

mybluepiemusic.com

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www.mybluepiemusic.com
- WEBSITE GIFT CARDS & BLUEPIE RADIO

Gift Cards can be purchased here, you can send it to your friends via SMS, print it out or email it.

Click on this to listen to the blue pie radio

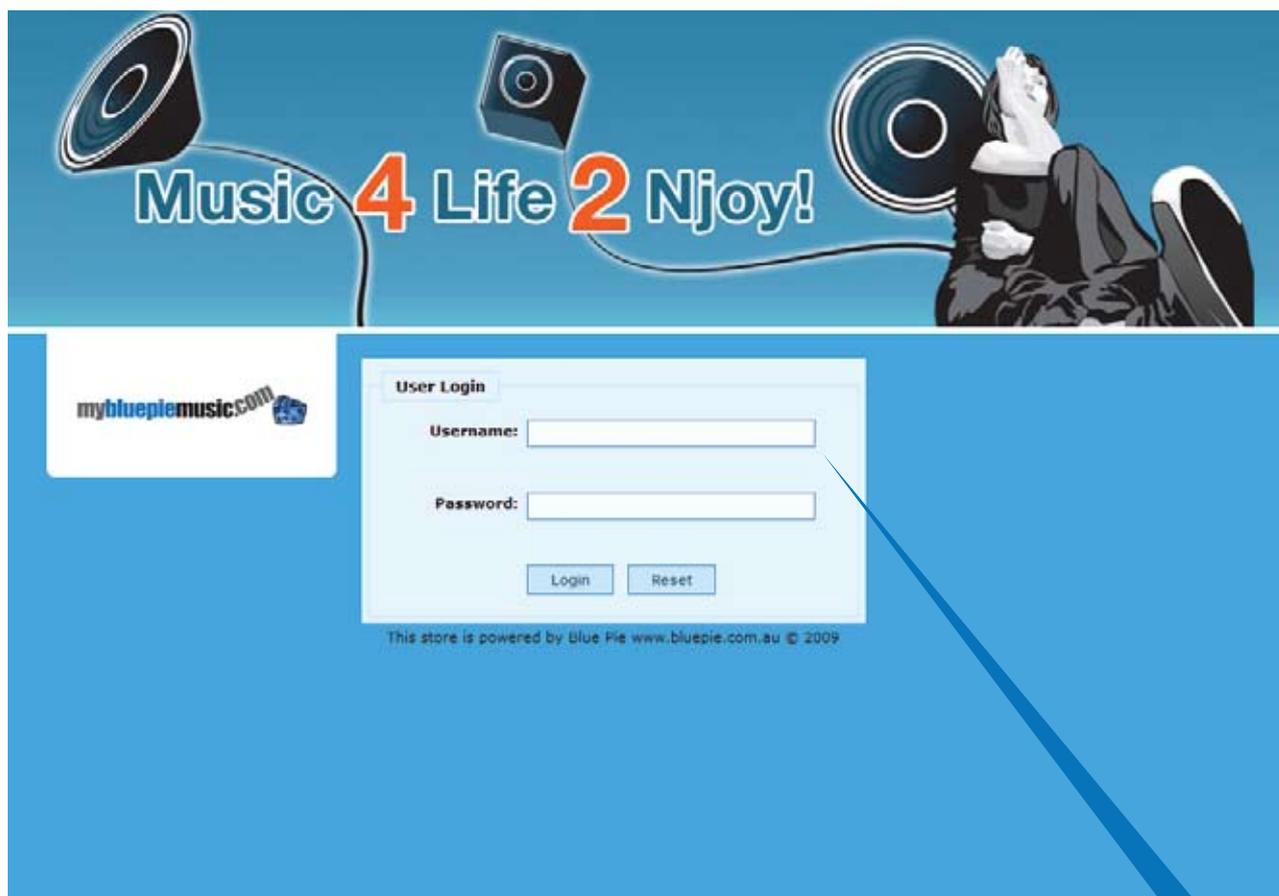# Branding & Website Developement
www.mybluepiemusic.com

- LOGO

Branding & Website Developement
www.mybluepiemusic.com

- ADMIN CONSOLE - LOGIN

Login here to go to the Admin console to manage the my blue pie music website

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www.mybluepiemusic.com

- ADMIN CONSOLE - HOME

Main Navigation Bar

Google analytics report in a graph

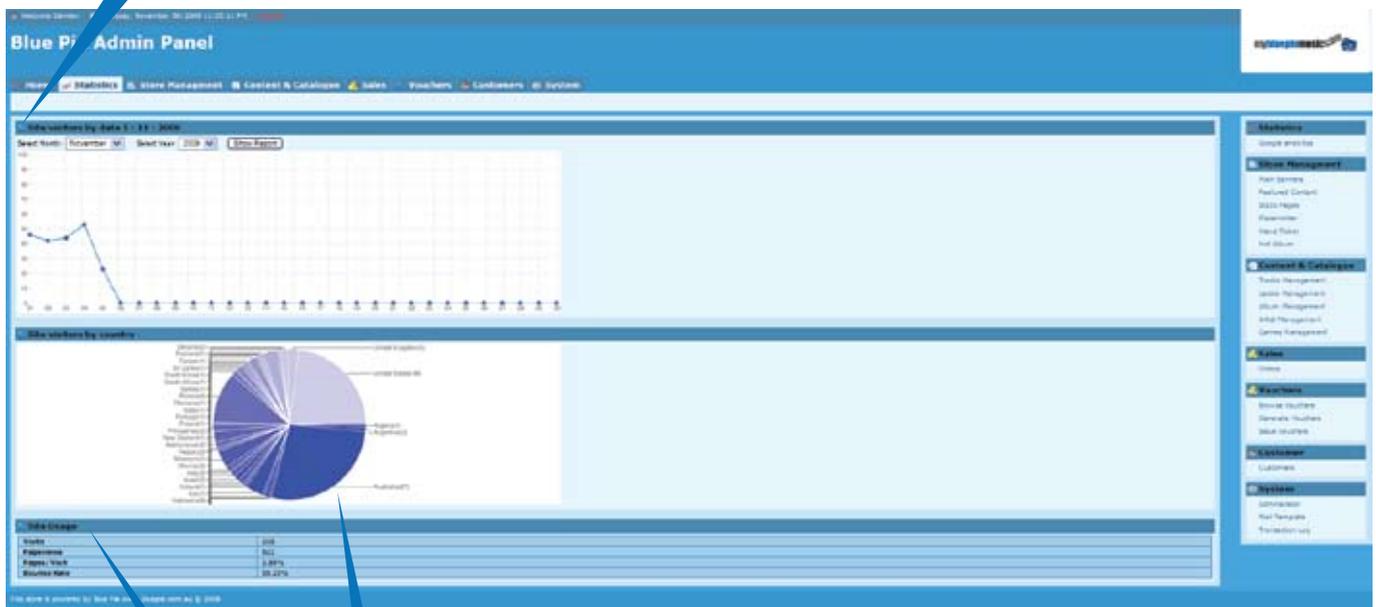List of the Top 5 Sales, Artists, Tracks & Albums.

Navigation collumn - shows all sections

Branding & Website Developement

www.mybluepiemusic.com

- ADMIN CONSOLE - STATISTICS PAGE

Graph showing site visitors - with a feature to
narrow down the report by allowing you to choose
the month and the year.

Site visitors by
country

Site usage including: Visits,
Page views, bounce rate

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- ADMIN CONSOLE - STORE MANAGEMENTS - BANNERS

Sub-navigation bar

Add New
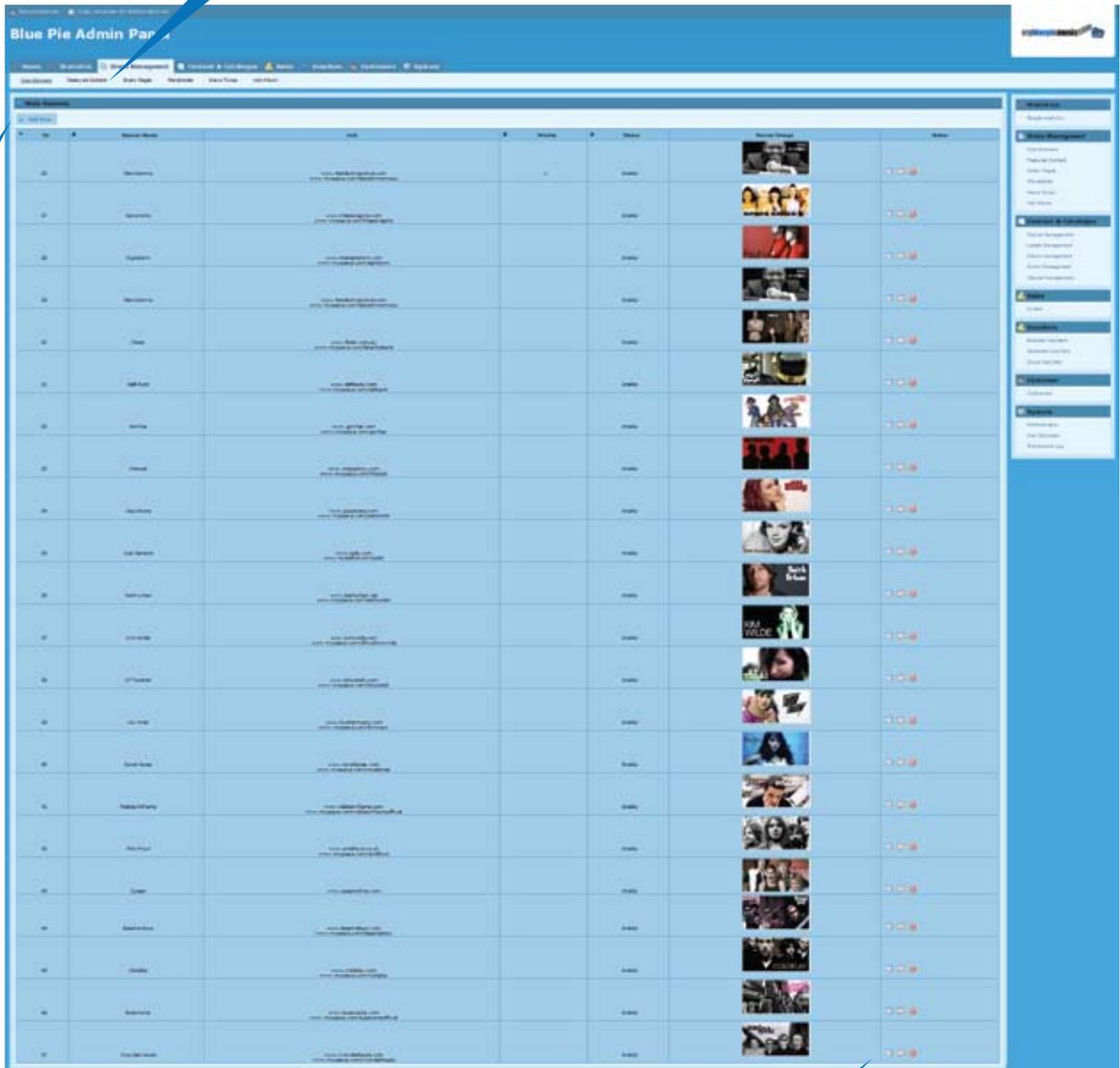
Options to modify
any banner of
your choice.

Branding & Website Developement
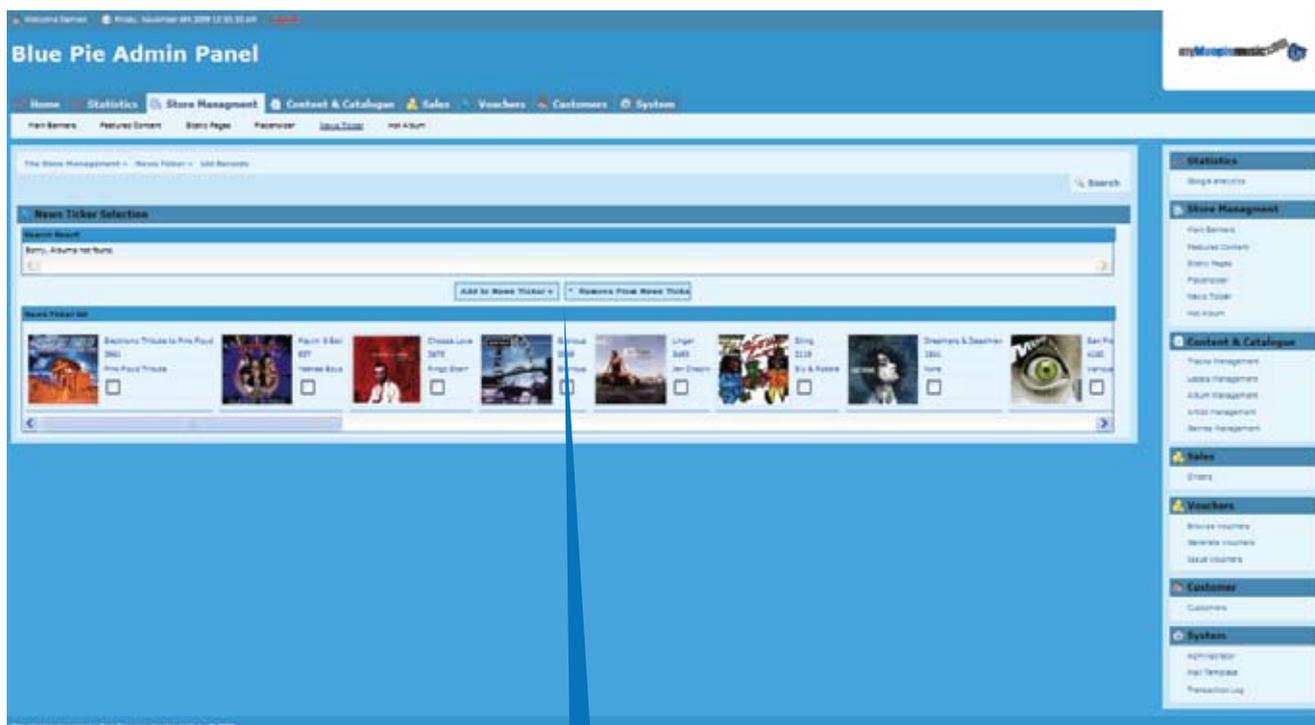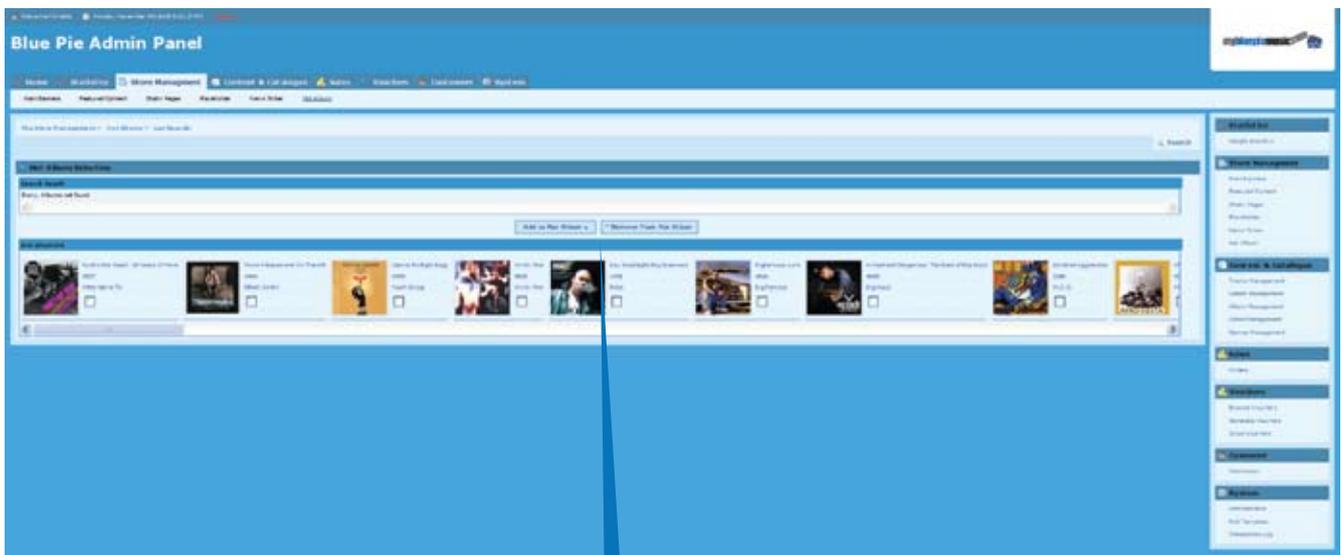## www.mybluepiemusic.com
- ADMIN CONSOLE - STORE MANAGEMENTS - FEATURED CONTENT
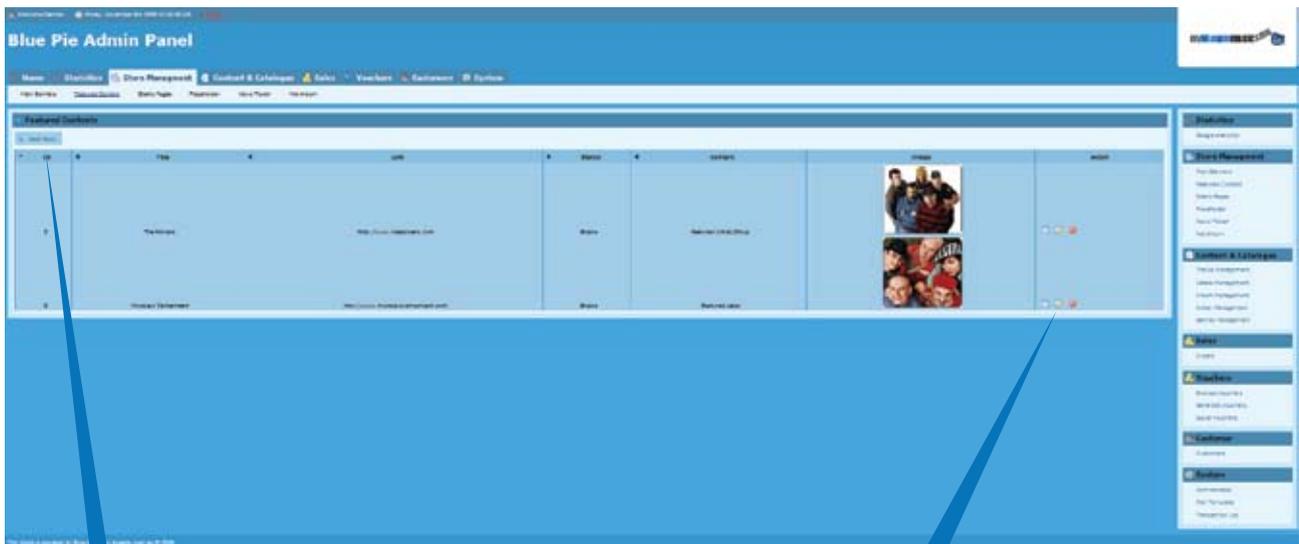
Add New

Options to modify
any selection of
your choice.

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Branding & Website Developement

www.mybluepiemusic.com

- ADMIN CONSOLE - STATIC PAGES

Add New

Options to modify
any selection of
your choice.

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www.mybluepiemusic.com

- ADMIN CONSOLE - PLACEHOLDER

Add New

Options to modify
any Section of
your choice.

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- ADMIN CONSOLE - NEWS TICKER

Options
to add or
remove

mybluepiemusic.com

Branding & Website Developement
www.mybluepiemusic.com

- ADMIN CONSOLE - HOT ALBUM

Blue Pie Admin Panel

Options
to add or
remove

Branding & Website Developement

www.mybluepiemusic.com

- ADMIN CONSOLE - TRACKS MANAGEMENT

Listing of
all Tracks

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www.mybluepiemusic.com

- ADMIN CONSOLE - LABELS MANAGEMENT
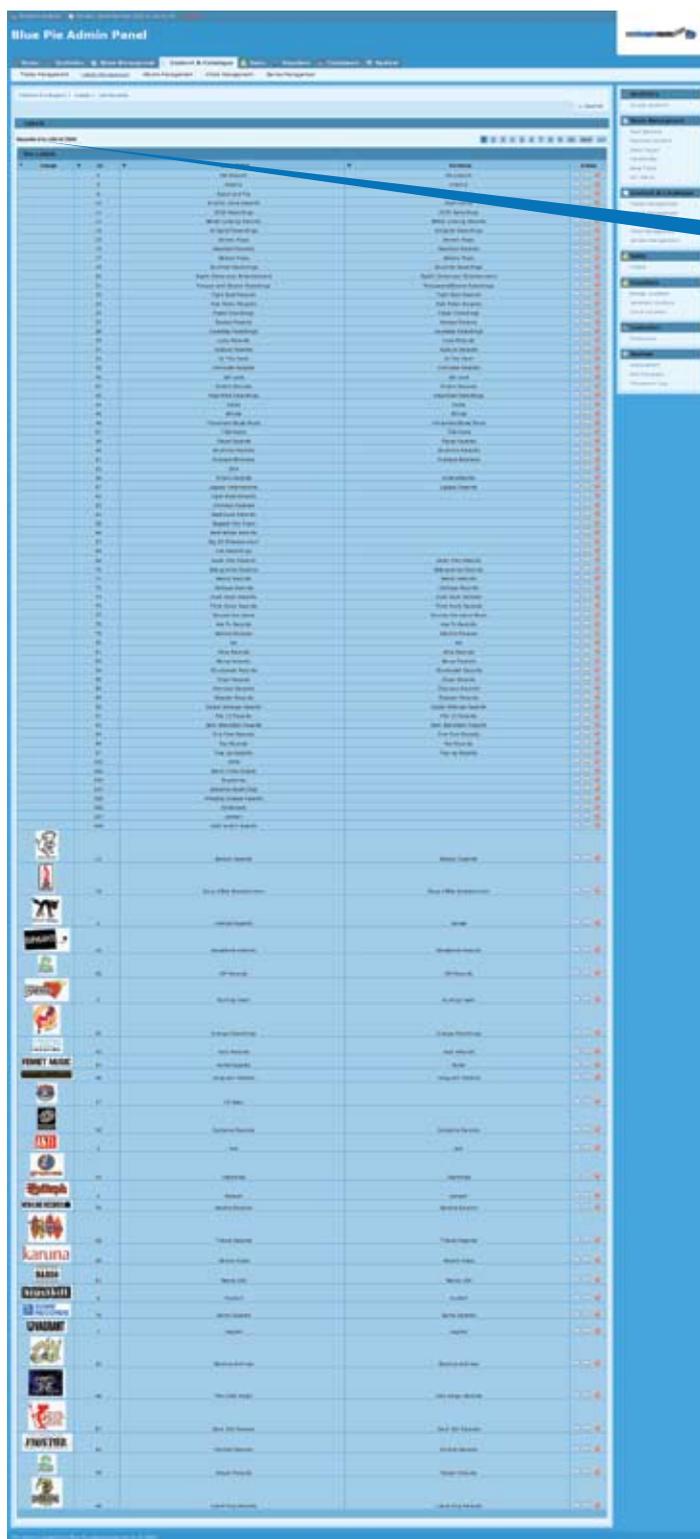
Listing of
all labels

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www.mybluepiemusic.com

- ADMIN CONSOLE - ALBUMS MANAGEMENT
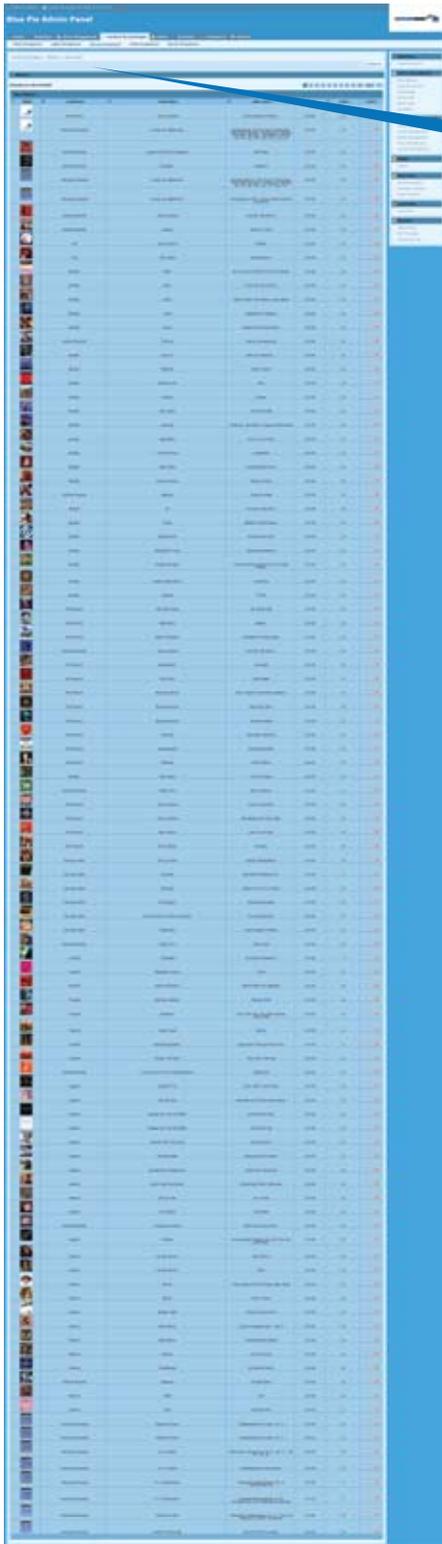
Listing of
all albums

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- ADMIN CONSOLE - ARTIST MANAGEMENT

Listing of
all artists

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www.mybluepiemusic.com

- ADMIN CONSOLE - GENRE MANAGEMENT

Listing of
all genres

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- ADMIN CONSOLE - SALES

Listing of
all sales

Branding & Website Developement

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- ADMIN CONSOLE - VOUCHERS

Listing of all vouchers

Branding & Website Developement
www.mybluepiemusic.com

- ADMIN CONSOLE - CUSTOMERS

Listing of
records about
all customers

Branding & Website Developement
www.mybluepiemusic.com

- ADMIN CONSOLE - SYSTEM - ADMINISTRATOR

Listing of all the Administrators of the back end system, including edit & Delete Options.

Branding & Website Developement
www.mybluepiemusic.com

- ADMIN CONSOLE - SYSTEM - MAIL TEMPLATE

Listing of all the
Mail Templates

Branding & Website Developement

www.mybluepiemusic.com

- ADMIN CONSOLE - SYSTEM - TRANSACTION LOG

Log of all Transactions including User ID, Action, comments and date.

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www.mybluepiemusic.com

- GIFT CARDS

www.mybluepiemusic.com
$250
Digital Music Giftcard

www.mybluepiemusic.com
Happy Valentines Day
Digital Music Giftcard

www.mybluepiemusic.com
$25
Digital Music Giftcard

www.mybluepiemusic.com
Happy Birthday
Digital Music Giftcard

www.mybluepiemusic.com
$100
Digital Music Giftcard

www.mybluepiemusic.com
Digital Music Giftcard
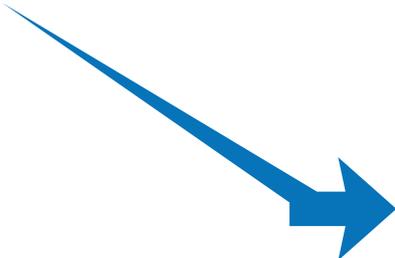
Digital music gift cards are designed and are put onto the website and can be purchased online.

Branding & Website Developement

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- GOOGLE ANALYTICS - CONTENT OVERVIEW
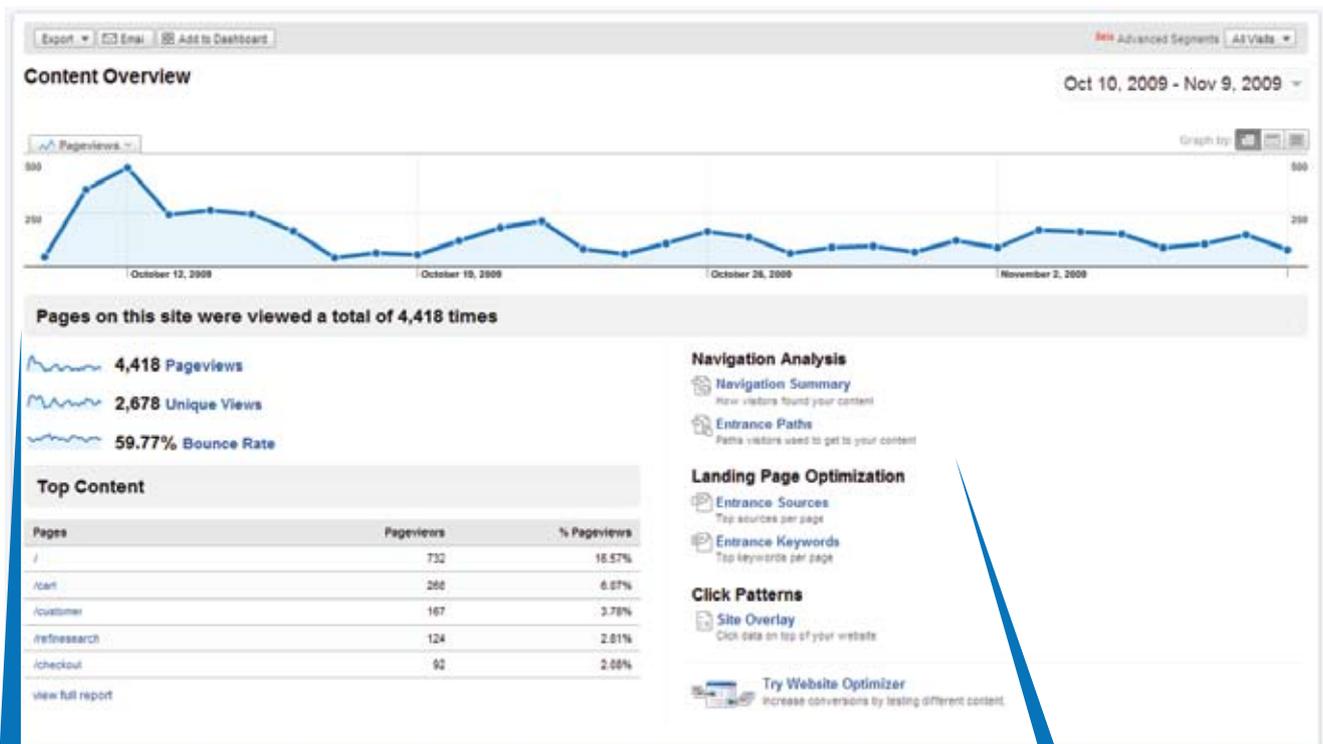
Page Views

Other Options

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- GOOGLE ANALYTICS - DASHBOARD

Site Usage

Visitors Overview

Map Overlay

Traffic Sources Overview

Content Overview

Branding & Website Developement

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- GOOGLE ANALYTICS - TRAFFIC SOURCES OVERVIEW
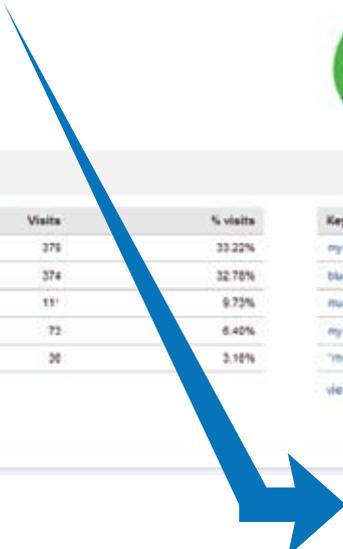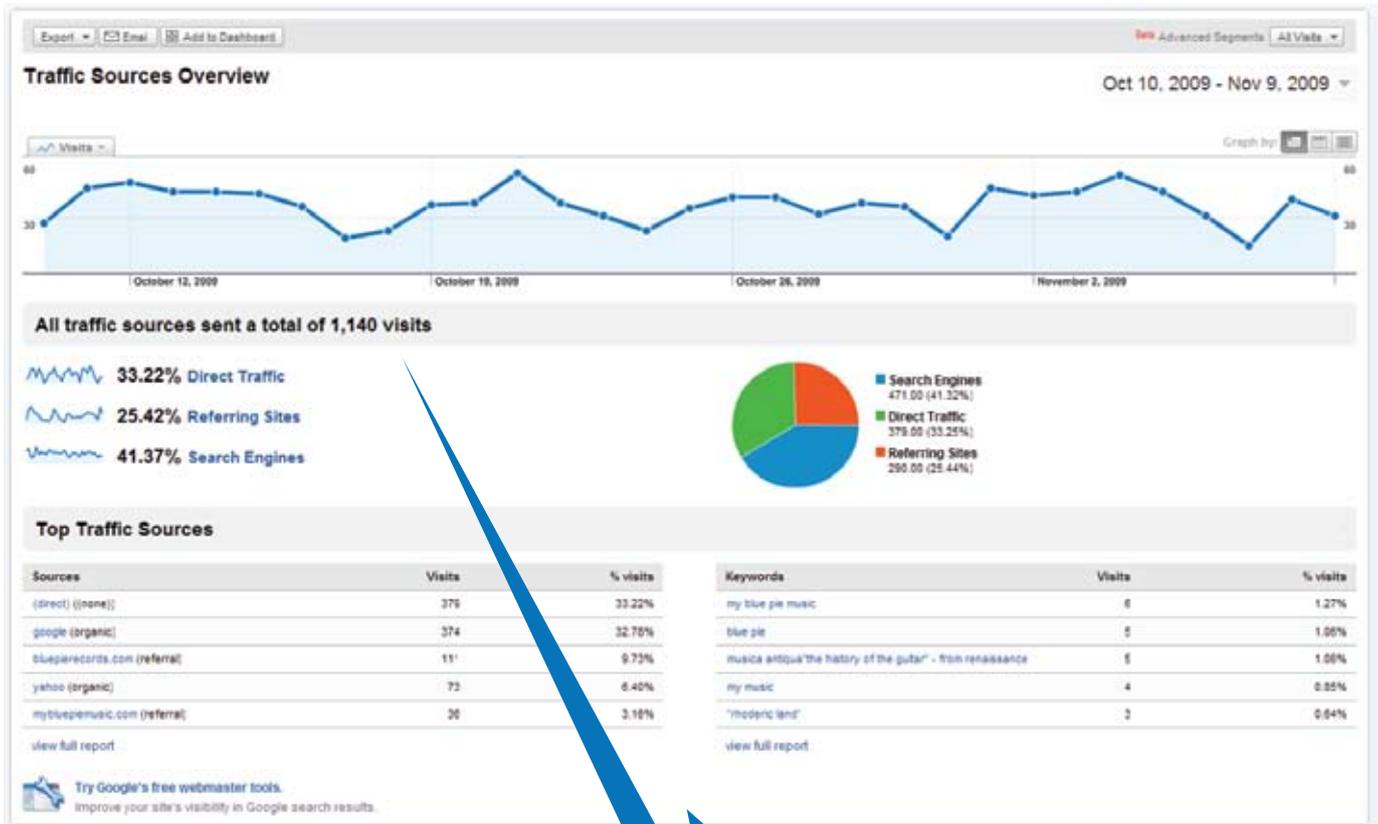
Traffic Sources Overview Including Direct Traffic, Referring sites & Search engines.

Branding & Website Developement

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- GOOGLE ANALYTICS - VISITORS OVERVIEW
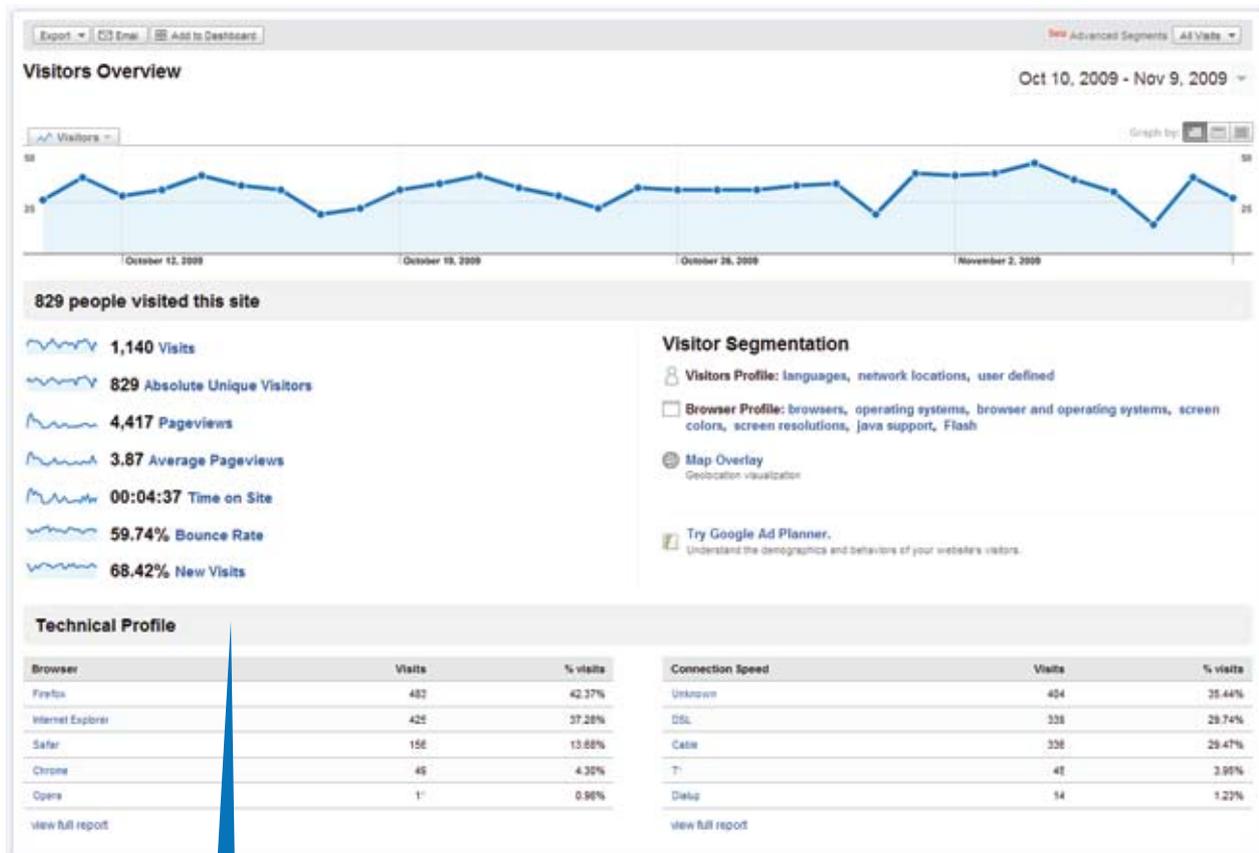
Types of visitors, technical
profile, connection speed etc.

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- MUSIC PLAYER & MUSIC VOUCHERS
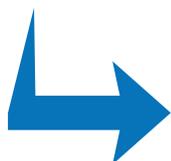
Music player where viewers can listen to the music before they buy a song.
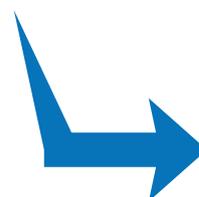
Online Music Vouchers

mybluepiemusic.com

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www.mybluepiemusic.com

- BANNERS
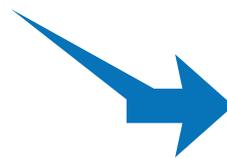
Developement and creation of customised website banners.

Branding & Website Developement

www.mybluepiemusic.com

- SERVER ARCHITECTURE & DATA CENTRE

BluePie: Media Serving Architecture

Friday, January 18, 2008
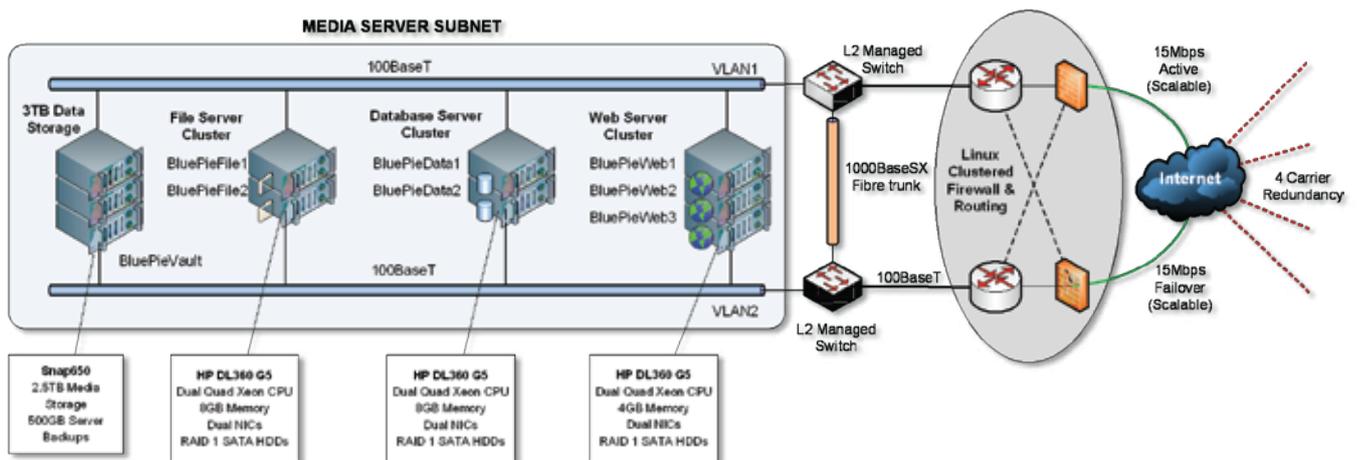
Diagram of the Blue Pie
Media Serving Architecture

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- NEWSLETTER

Newsletter
Registration
Confirmation

Newsletter Payment
Reciept email

Newsletter
Cancelation
email

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- CREATION OF THE STORES METADATA MANUAL

Branded
Cover Page

An outline of what
is included in this
document as well
as active stories.
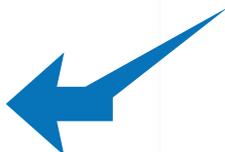
Branding & Website Developement
www.mybluepiemusic.com

- CREATION OF THE STORES METADATA MANUAL

FTP LOGIN DETAILS

FTP server: bluepieinbox.bluepiedata.com
FTP URL: ftp://bluepieinbox.bluepiedata.com
Username: ftp.bluepieinbox
Password: c3TGcrsr6

When you login you will see a file called:
BluePieInBox
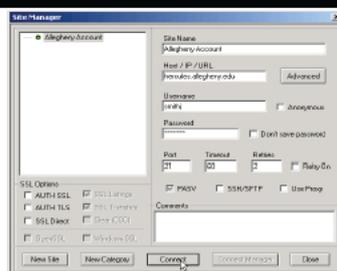
FTP login details

YOUR CHECK LIST

STEP 1
Once you have logged into the blue pie FTP, click on new file.

STEP 2
Please make sure that you name the file " *Your Label Name* ", THE ORCHARD FTP 1 ect" to make it easy for us to recognize the information.

STEP 3
Then hit send and the content will be on its way.

STEP 4
Once completed please email a delivery notice to the email addresses below.
Damien Reilly damien@bluepie.com.au
Dan Speak - dan@bluepie.com.au
Catalogue Manager - catalogue@bluepie.com.au

Your checklist

FTP PROCESS

Once the content is loaded to the server we then start to process the content. Every morning at 8am we have an automatic script that runs to clear the **BluePieInBox** and move the content to the secure processing tank.

From there our content teams take over and process the content and prepare this for ingestion to our stores.

Please do not be alarmed if you log into the system the next day and see the folder is empty. All this means is that the content is now being processed.

FTP process

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Branding & Website Developement

www.mybluepiemusic.com

- CREATION OF THE STORES METADATA MANUAL

TECHNICAL SUPPORT

Damien Reilly damien@bluepie.com.au
Dan Speak - dan@bluepie.com.au

→ Technical Support

ACCOUNTS

Damien Reilly damien@bluepie.com.au
Please email through any new invoices etc to the above email address.

→ Accounts

BLUE PIE ACTIVE STORES AUGUST 2008

We have two stores. See the following links:
www.mybluepiemusic.com
www.savvytunes.com.au
We have two more planned for launch by 3rd QTR 2008. We will alert you as and when new stores go live. You will be able to access all news updates + new stores going live via your management console.

→ Blue Pie active stores
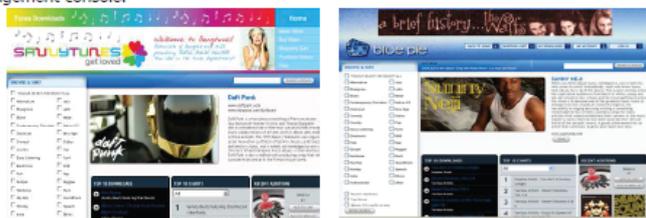
HARD DRIVES

If sending large amounts of data that is ready to be ingested. We recommend sending the data via external hard drives. We use Lacie Terabyte drives and ship using Fedex. Once the ingestion has been complete the hard drives will be sent back to your nominated address.

→ Hard drives

STATEMENTS & MANAGEMENT CONSOLE

We will issue you with a management console and password for you to access:

- Sales Reports.
- Traffic details on the stores.
- Geographical sales reports - Where content is selling.
- Charts - What's is on the top of the charts with the Blue Pie stores.
- Other Blue Pie offers and services.
- Promotional and Marketing opportunities.
- Contact Details.
- Support Area - How to get support from Blue Pie etc
- Passwords are issued 30 days from the date of your agreement being signed

→ Statements & managements console

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Branding & Website Developement

www.mybluepiemusic.com

- CREATION OF THE STORES METADATA MANUAL

Blue Pie North America Office
6511 NE 56th Way
Vancouver
WA 98661
USA
P : +1 360 601 6939
F : +1 360 326 1527
E : sales@bluepie.com.au
W : www.bluepie.com.au
W: www.mybluepiemusic.com

North America
Contact Details

TAKE DOWN NOTICES & UPDATES

Very occasionally errors occur, and content will need to be taken down from the various pages.
Please issue any and all take down notices and changes to any of your content to:
Dan Speak - dan@bluepie.com.au
Catalogue Manager - catalogue@bluepie.com.au

Please note that take downs and updates will take 14 days to turn around from the time that we
receive your notice. A confirmation email will be issued once the take down has been completed.

Take down
notices & updates

CONTACT DETAILS

Blue Pie Head Office
Technopark Unit 37
6 Herbert Street
St Leonards
NSW 2065
Australia
P : +61 2 9310 0155
F : +61 2 9310 0166
E : sales@bluepie.com.au
W : www.bluepie.com.au
W: www.mybluepiemusic.com

Blue Pie head
office Contact
Details

5

mybluepiemusic.com

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- GENERIC ALBUM ART

size: 500x500 pixels
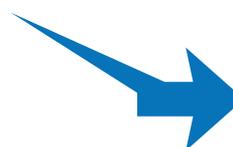
Album Artwork for print plus smaller thumbnails for web

size: 200x200 pixels

size: 100x100 pixels

size: 60x60 pixels

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- DEMO DUDE
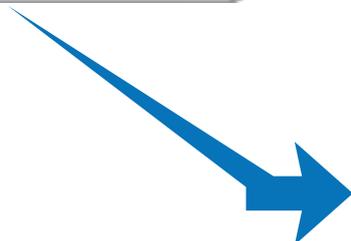
My Blue Pie Music links to Demo Dude where you can read about content & reviews

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- BROWSER COMPATABILITY DOCUMENT

Browser compatability document for the My Blue Pie Music Store.

List of internet browsers that the mybluepiemusic store can work with as well as links to go to so you can download the browser if you do not have one already

Branding & Website Developement

www.mybluepiemusic.com

- AUTO STORE FINANCIAL MODEL CALCULATOR

THE BLUE PIE - AUTO INDUSTRY EXAMPLE COST MODEL 2009

Prepared by: Damien Reilly
Last Updated: 12.5.09

		RRP		RAW COST	AVERAGE AD COST	TOTAL ADS
Car Marketing Budge per cart:	$	1,000.00				
Annual Sales:		20000				
Quarterly Sales:		5000				
Total budget:	$	5,000,000.00				
Applied to:						
Radio Ads:	$	2,000,000.00	$	1,250,000.00	$65	30,769
New Store:	$	250,000.00	$	50,000.00		
Membership Card Blanks @$2 Each:	$	10,000.00	$	6,500.00		
Branded Media Player:	$	750,000.00	$	375,000.00	$ 75.00	
	$	3,010,000.00	$	1,681,500.00		
Concerts { 4 per month per city }					**% Share of radio ads**	
Sydney	$	120,000.00	$	60,000.00	30%	
Melbourne	$	120,000.00	$	60,000.00	27%	
Brisbane	$	120,000.00	$	60,000.00	23%	
Adelaide	$	120,000.00	$	60,000.00	10%	
Perth	$	120,000.00	$	60,000.00	10%	
TOTAL	$	600,000.00	$	300,000.00	100%	
Music Vouchers:						
Music Vouchers:	$	5,000,000.00	$	1,750,000.000		
TOTAL RRP:	$	8,610,000.00	$	3,731,500.00		
Gross Profit:						
Estimated Profit:	$	1,268,500.00				
Consulting Costs + Operational Costs:						
Admin	$	120,000.00				
Project Management	$	50,000.00				
Greg Kings	$	30,000.00				
	$	200,000.00				
Net Profit:						
Net Profit before deductions and commissions	$	1,068,500.00				
Greg Kings @ 20%	$	213,700.00				
Total Net Profit:	$	854,800.00				

SYSTEMS AND LEAD GENERATION TOOLS:
1300 SUZIKI MUSIC
1300 TRADE ME IN
APRA Member 2.5%
Existing customers 2.5%
Membership Card
Join the Car Club and get $20 in music + membership
Test drive a car and earn a music voucher

Performance Bonus for cars sold over 5000 units per quarter:

250	$	12,500.00
500	$	25,000.00
750	$	37,500.00
1000	$	50,000.00
1250	$	62,500.00
1500	$	75,000.00
1750	$	87,500.00
2000	$	100,000.00
2250	$	112,500.00
2500	$	125,000.00

Page 1
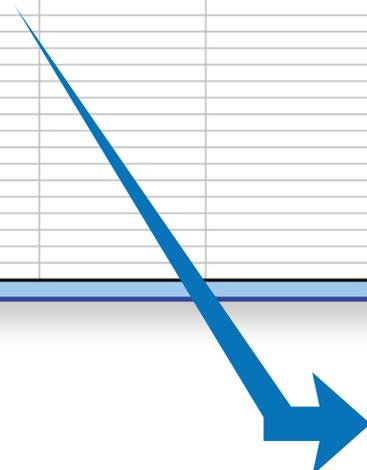
An Excel document which calculates profits comparing to annual sales, quarterly sales and the total budget of the project.

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www.mybluepiemusic.com

- PAYMENT SYSTEMS PAGE

PAYMENT METHODS

Please choose the payment method you prefer and, then fill in all required information. **Please make sure that you have selected an item in your shopping cart before you click to pay.**

$ **Pay by my Account Balance**

You have **$336.74** in your account available for you to make purchases.

[PAY BY ACCOUNT BALANCE]

Pay by Music Vouchers

Do you have a Music Voucher? Enter voucher code here [   ]

[PAY BY MUSIC VOUCHER]

Pay by Credit card VISA MasterCard DISCOVER AMERICAN EXPRESS

Input your credit infomation then do the payment directly.

[PAY BY CREDIT CARD]

PayPal **Pay by Paypal**

You can pay by email to our paypal account paypal@bluepie.com.au. If you are an existing paypal customer Please click here to Pay Now button.

[PAY BY PAYPAL]

Cash-Ticket **Pay by Cash-Ticket**

If you have a Cash-Ticket please click here, otherwise click Cash-Ticket website.

[PAY BY CASH - TICKET]

Home | Cart | Downloads | My Account | About Us | Affiliate Programs | Contact Us | Help | Privacy Policy And Terms Of Use
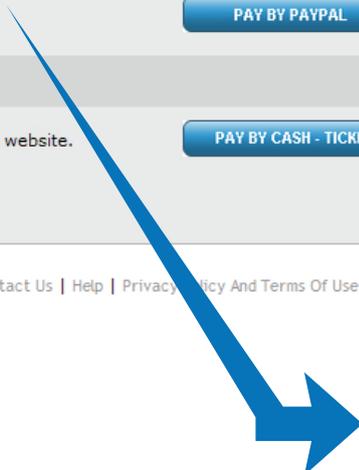
This page on the website shows the users which payment methods the can choose from.

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www.mybluepiemusic.com

- HELP DESK

Login and see the Tickets page that displays all queries/problems.

Branding & Website Developement

www.mybluepiemusic.com

- HELP DESK

Help Desk, Knowledge base page shows all pre-made replys to tickets, and allows you to use a search to find a specific reply.

Help Desk, Directory shows a listing of all admin and their details.

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www.mybluepiemusic.com

- HELP DESK

Help Desk, My Account shows my profile information as well as options to change password, go to more preferances, reset the account or change any account details.

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- BRANDED MUSIC PLAYERS

My Blue Pie Music Branded Music Players and Packaging

mybluepiemusic.com

Branding & Website Developement

www.mybluepiemusic.com

- MAJOR ACHIEVEMENTS

Our Testing/Flagship store is a growing success with other markets now being explored as potential places for the business model to be replicated.

Site Launch Date: 1st of November 2007

Active Customers: 110, 000 as at the 1st of August 2009

Average daily site traffic: 300 users per day.

Active Newsletter: customers 110, 000 and growing daily.

$10 Gift Card

Vouchers Sold: Over $1,000,000 in music vouchers have been issued as at 1st of August 2009 and growing daily.

Branding & Website Developement

www.mybluepiemusic.com

- MAJOR ACHIEVEMENTS

What our clients say !

The music vouchers are fantastic. We always get great comments from our customers. We work with most of the leading banks in Australia and some of the top reward programs and everyone loves the vouchers. Thanks Blue Pie for creating such a great value product.

Susan Sparkes - CEO
Heavenly - **heavenly.com.au**

These vouchers are great and so easy to sell to our customers. Our customers love them !

Vaughan Clarke - CEO
Shoppers Advantage - **shoppersadvantage.com.au**

The vouchers represent great value, they are easy to use and sell and we get no complaints.
What more can you say !

Stuart Tabrett - CFO
Job Futures - **jobfutures.com.au**

We use the music vouchers to reward our many customers and to integrate them as part of our reward programs. Our customers send us great emails thanking us all the time. The store content is awesome and always growing. They always bring a good response from our customers.

Dan Speak - GM
Magic Blue Creative - **magicbluecreative.com**

"We have had a great response to the music vouchers from our customers - and they are good value too!"

Julia Forté - Alliance Manager, Loyalty, Consumer Banking Solutions
National Australia Bank - **www.nab.com.au**